

April 23, 2008

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street S.W., Room TW-A325
Washington, DC 20554

RE: MB Docket No. 04-233

Dear Ms. Dortch:

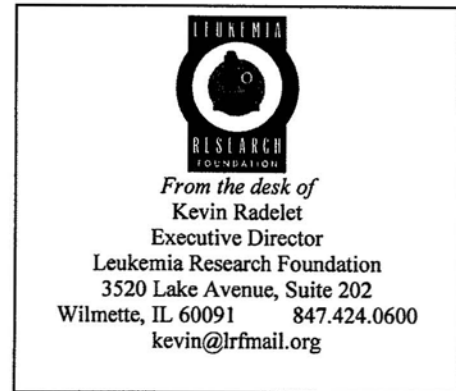
Since 1946, the Leukemia Research Foundation (LRF) has funded medical research around the world in pursuit of a cure for blood cancers. In addition, the organization has provided patient financial assistance and educational programs for those living with leukemia and lymphoma who reside within a 100 mile radius of Chicago. For many years, we have worked closely with WDRV 97.1 FM – *The Drive* in Chicago. This partnership has been tremendously effective as we work each day to achieve our mission: ***to conquer leukemia, lymphoma, and myelodysplastic syndromes by funding research into their causes and cures, and to enrich the quality of life of those touched by these diseases.***

In regards to MB Docket No. 04-233, I wanted to be among the first to tell you that, in my view and in the view of the Leukemia Research Foundation, WDRV already serves our Chicago community in any number of ways that makes any additional federal regulation unnecessary.

WDRV's stewardship of the LRF helps ensure our success in achieving our goals. For example:

- WDRV's support of LRF fund raising events, especially the Joey's Angels Chapter *Angels in the Fairway*, has been significant. *Angels in the Fairway*, one of the largest charitable golf outings in the Midwest, attracts nearly 500 golfers and has generated more than \$1.5 million in net revenue since its inception. Each year, this event is one of the LRF's most financially successful and WDRV's history of involvement is one of the reasons for its great achievement.
- WDRV's further assistance is also crucial to the success of LRF patient programs. Broadcasting numerous PSA's to help with the *Bone Marrow, Stem Cell and Cord Blood Transplant Conference* translated into direct, and possibly life-saving, information to patients and families coping with blood cancers. Combined with the *Town Hall Meetings* we host in English and in Spanish, WDRV quite literally extends our information outreach to tens of thousands not only in Illinois, but also in portions of Indiana and Wisconsin that enjoy its programming and access *The Drive's* web site each day.
- Veteran WDRV on-air personality Kathy Voltmer has been unyielding in her support of the LRF and served a lead role in a video produced by the LRF. "*Ellie's Lesson on Leukemia*" featured a classroom setting with Ms. Voltmer as the teacher in a school preparing for a student's return following extensive leukemia treatments. This 20 minute educational piece has proved to be a solid resource for various schools that have shared it with students as the premise of the video was a "real world" experience at their schools.

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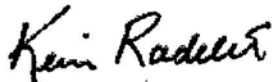


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All of these quantifiable efforts extend our message to tens of thousands. When combined, leukemia and lymphoma rank fourth in terms of new cases and cause of death by cancer in the United States. These diseases of the blood do not discriminate – they can happen to anyone at any time regardless of age, gender, race, or ethnicity. Given that permeation it's clear that WDRV has voluntarily and enthusiastically gone above and beyond in serving a significant need and interest of the community through its programming in this major metropolitan market. The general public's agreement with that statement is reflected in WDRV's rating as one of the top radio stations in Chicago.

It is because of our first-hand experience that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community is well-served by WDRV and no national regulation could create the kind of local partnership that we already enjoy. Thank you for the opportunity to share with you the viewpoint of the Leukemia Research Foundation.

Sincerely,

A handwritten signature in black ink that reads "Kevin Radelet". The signature is written in a cursive, slightly slanted style.

Kevin Radelet
Executive Director